**Crowfunding Campaign Analysis**

1. Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?

Over 56% of campaigns were successful. The three most successful parent categories are Theater, Music, and Film & Video respectively. Regarding subcategories, Plays, Rock, and Documentary are the most successful with over 50% success rate for each. However, those highlighted above also show a significant number of failed campaigns, which may be an opportunity for further analysis to understand what is driving it.

1. What are some limitations of this dataset?

Making use of counts to perform analysis on this dataset may not ideal, since there are years and/or categories that significant more campaigns than others. Also, there is no reason or criteria to determine what would lead a campaign to fail or be cancelled. Additionally, there are multiple currencies been utilized on this dataset, which may lead to incorrect analysis.

1. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?
2. Pie Chart that shows percentage of each outcome. It would help understand whether there has been a shift within the ratio or an unusual year.
3. Bar Chart to shows what categories had up to 50%, 100% and over 100% of goal pledged (group data) over the years. This would help understand what categories tend to overcome expectations against its goals.
4. Bar chart that breaks down fail by reason per year. This would help understand whether there is a major reason that drives campaigns to failure or simply common cause.